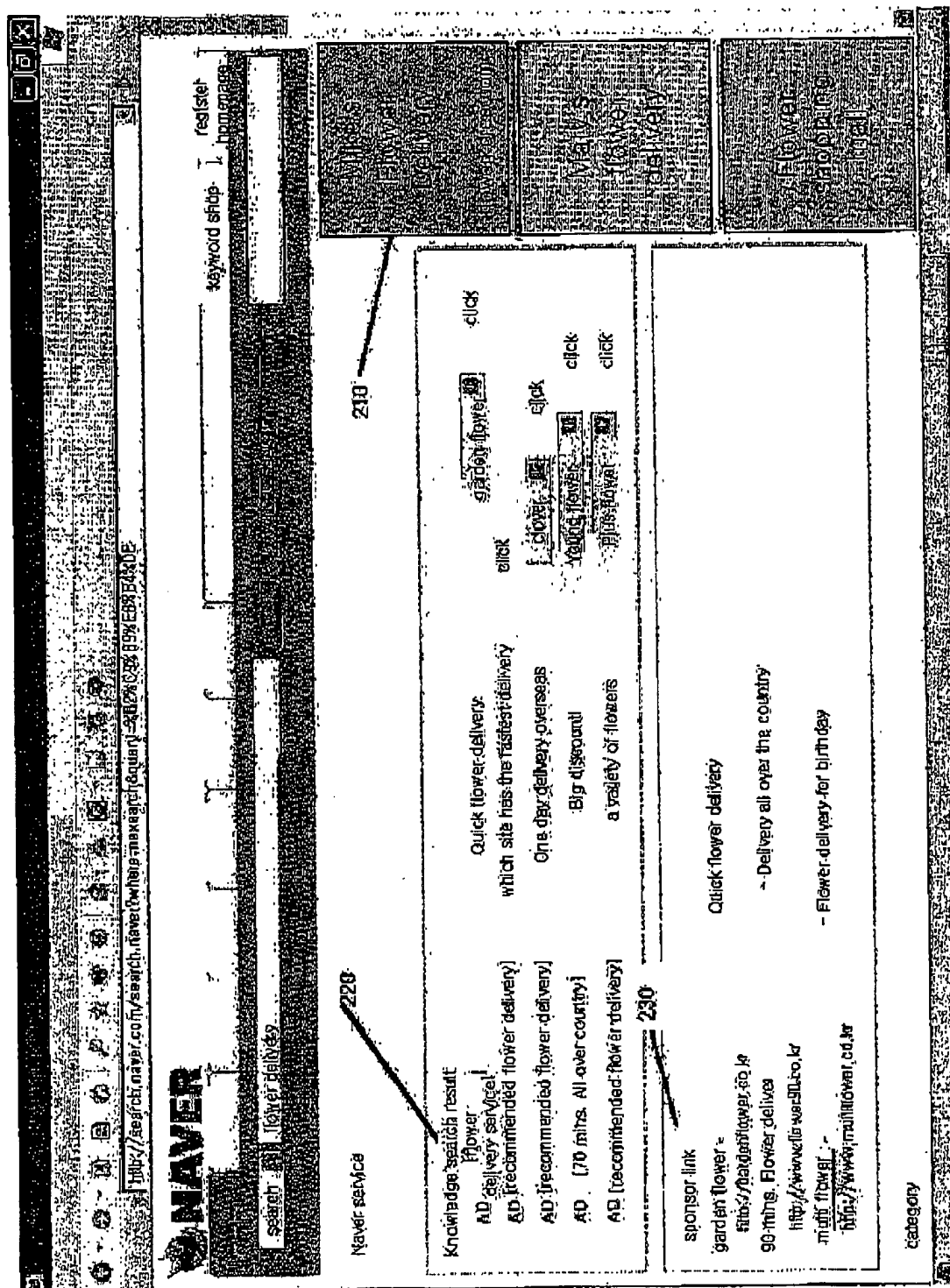


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FIG. 1a



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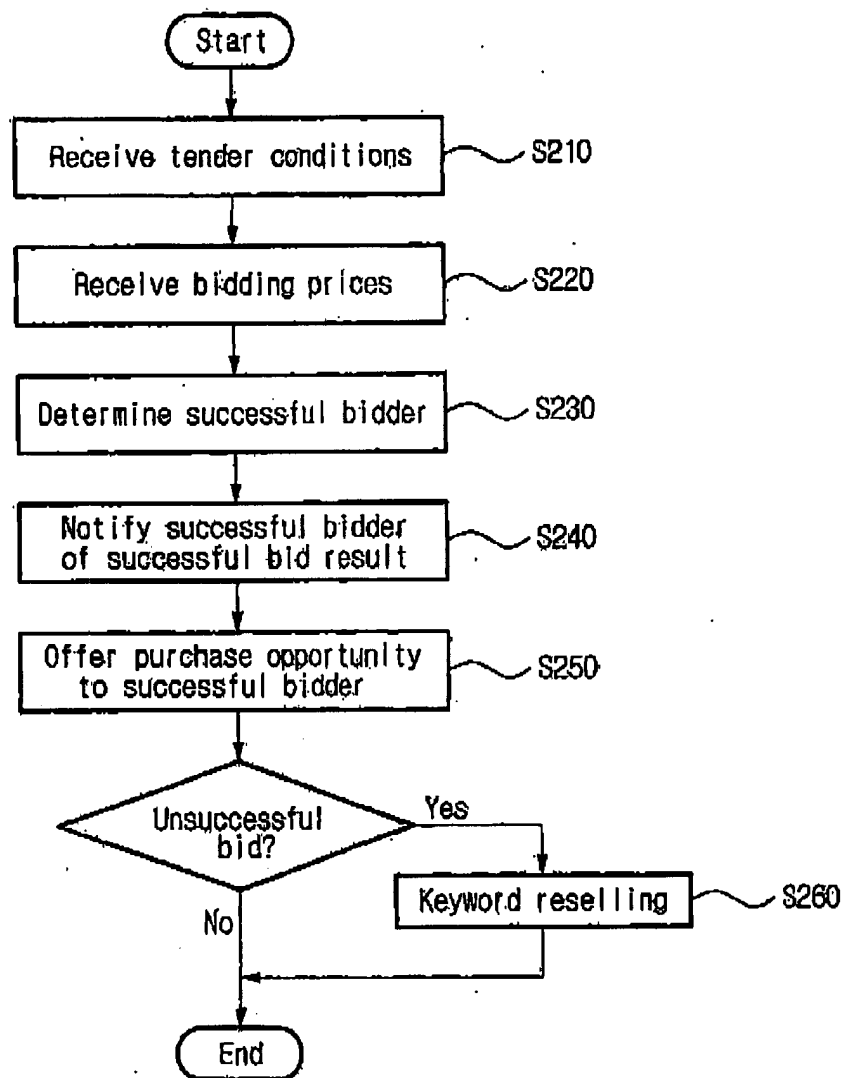
FIG. 1b

Flower & Live music	
category	shopping> gift, flower> flower delivery
	business> company> flower delivery
	shopping> gift, flower> overseas flower delivery
Plus registration	240
shopping> gift, flower> flower delivery	<p>Echo flower (map) - quick flower delivery</p> <p>Int. on goods / beautiful flower design</p> <p>Service / good service</p> <p>Seoul, kangnam gu</p> <p>080-9999-001</p>
	<p>J.s flower - frid. for birthday</p> <p>Service / free wine when buying 100 flowers</p> <p>Seoul, ~</p> <p>080-205-5654</p>
	<p>D.s flower - 24 hour service</p> <p>Recommended goods / flower basket</p> <p>Service / credit card can be taken</p> <p>Seoul, ~</p> <p>080-555-2225</p>
business> company> flower delivery	<p>I.s flower - have all kind of flower</p> <p>Company introduction / f.d service all over seoul</p> <p>Good / flower basket</p> <p>Seoul, ~</p> <p>080-456-5001</p>

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FIG. 2



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FIG. 3

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

Keyword search select Join & login as ad. applicant Register Ad. material Input ad. Applicants info pay finished

Ask Keyword ad.
keyword ad. when
Keyword banner
Question guide
Sponsor link
Directory banner
Contsystem
Rule of making ad. banner
Question guide
Sponsor link
Criterion of registering ad. common
adult
ad. FAQ/ask
banner
Question guide
Sponsor link
Premium keyword
Keyword bidding
Keyword bidding board
Wait for asking ad.
Manage keyword ad.

Input:
Adult goods

What's premium keyword?
It's Famous for high eff. Effect and has particular cost system
Premium keyword: \$1000 and can be varied every month
is displayed with

Question guide

Current time 19:10:26

Ad. goods	Bidding	Status	Period	Start	End	Cost
Adult goods	finished		02-11-29 ~ 02-12-28	\$2,860	\$3,432	
Adult goods	Can buy		02-11-29 ~ 03-11-05	\$2,420	\$2,804	
Adult goods	Can buy		02-11-29 ~ 03-11-05	\$2,860	\$2,804	

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FIG. 4

NAVER
Keyword shop

Keyword banner | Question guide | Sponsor link | Director banner

1. Ask keyword ad.
2. Keyword ad area
 - Keyword banner
 - Question guide
 - Sponsor link
 - Director banner
3. Cont. system
4. Rule of making ad.
 - banner
 - Question guide
 - Sponsor link
5. Criterion of registering ad.
 - common
 - adult
6. Ad. FAQ/Ask banner
7. Question guide
8. Sponsor link
9. Premium keyword
10. Keyword bidding board
11. Mail for asking ad.
12. Manage keyword ad

Before bidding

- Beginning bidding price follow cost system of common keyword.
- To prevent a plurality of bidding prices with the same price, bidding prices in the unit of Won (Korean monetary unit).
- Last 3 digits in the bidding price cannot be '000'.
- A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-served system.
- Bidding price is for monthly contract and VAT is not included.

Keyword: maduk Ad. Goods: question guide No. 1

Current date: 2002-12-12 19:21:43

Contract type	KS2002121000	32,000#
Start date	2002-12-13 00:00:00	\$5,300
End date	00 hour '38 min.	
Time	1. 00:00:00	

bid: 38n 38n 38n

3,300 (monthly)

Process of bidding

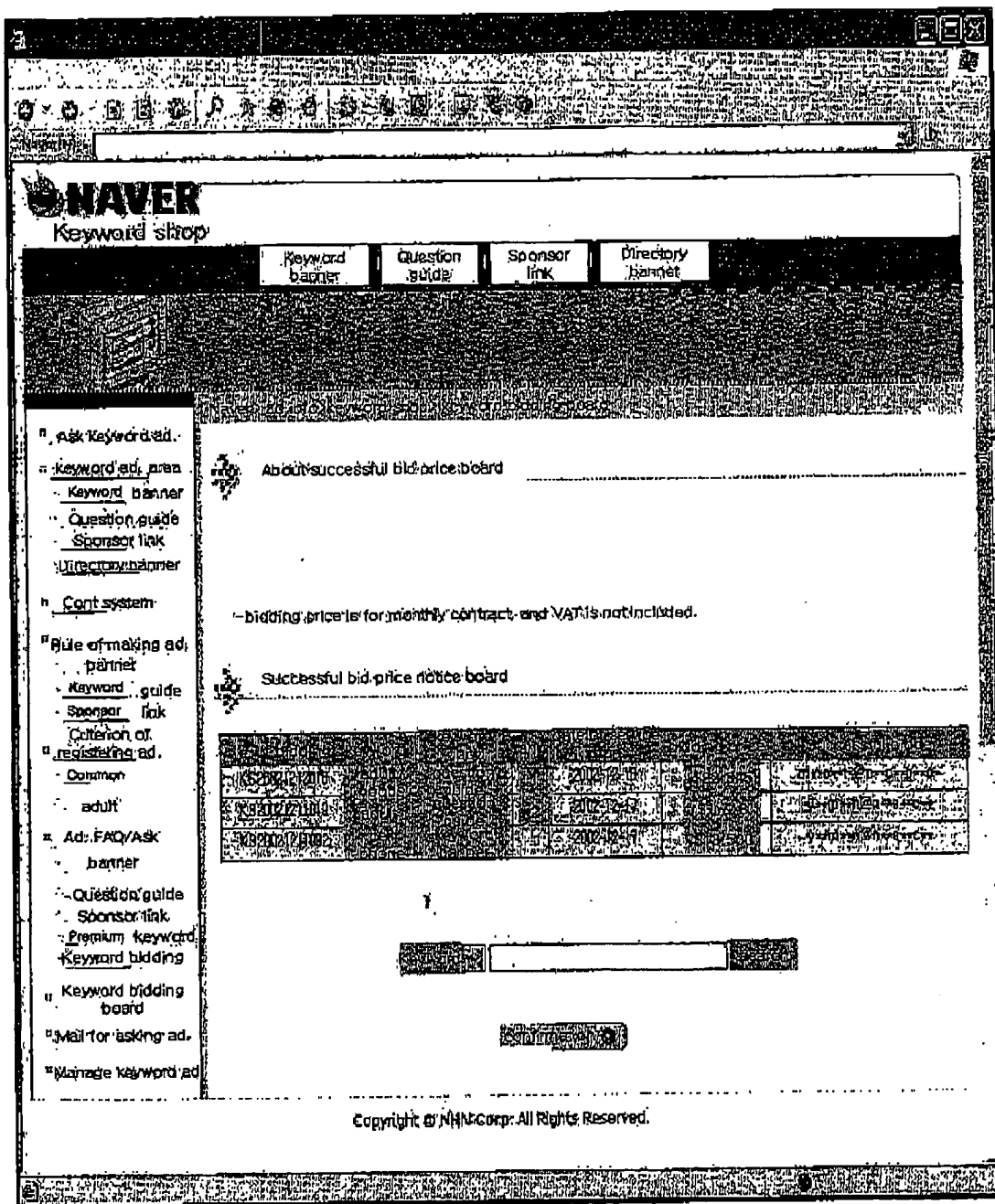
- Need help about premium keyword?

- Need help about process of bidding?

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FIG. 5



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FIG. 6

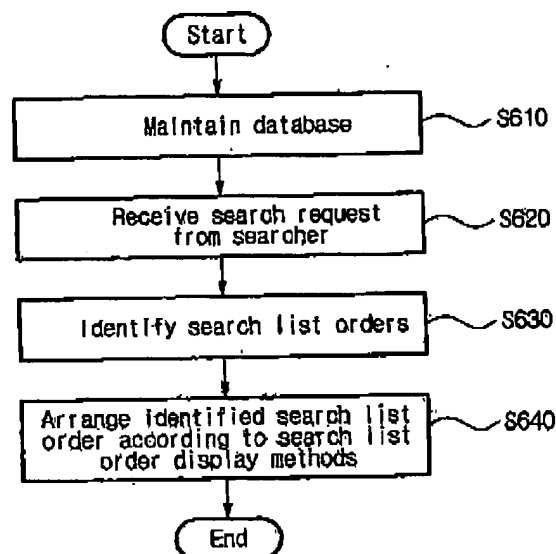
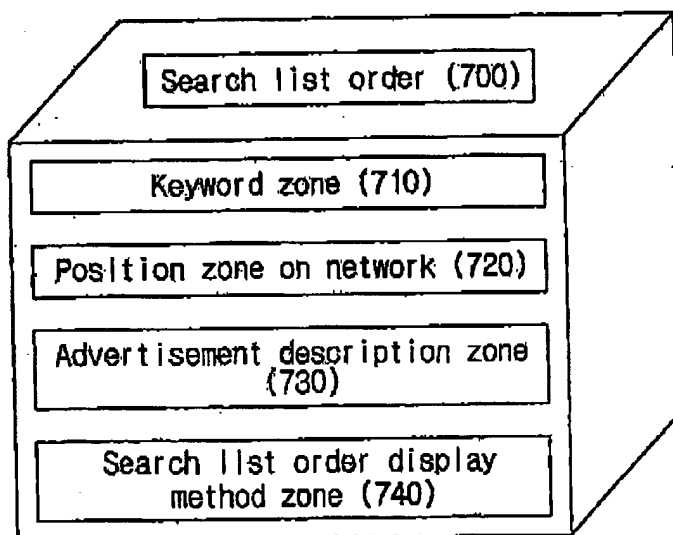


FIG. 7



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FIG. 8

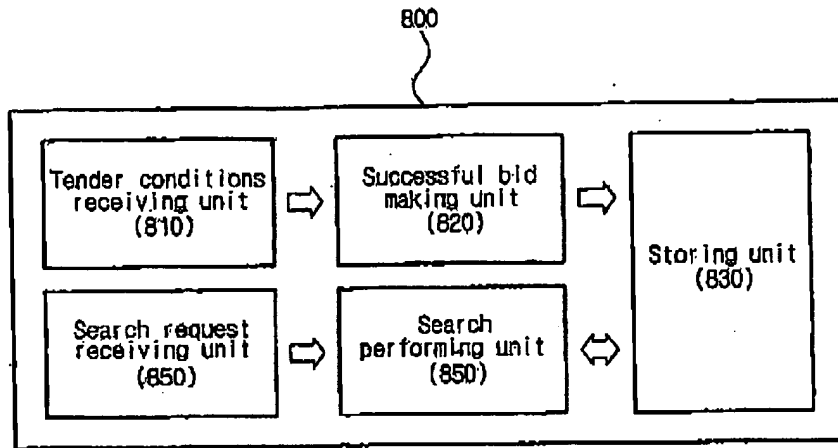
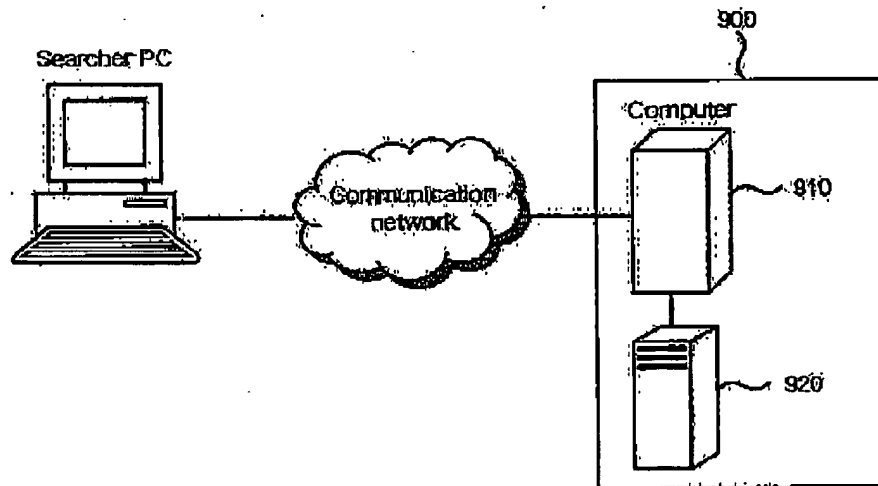


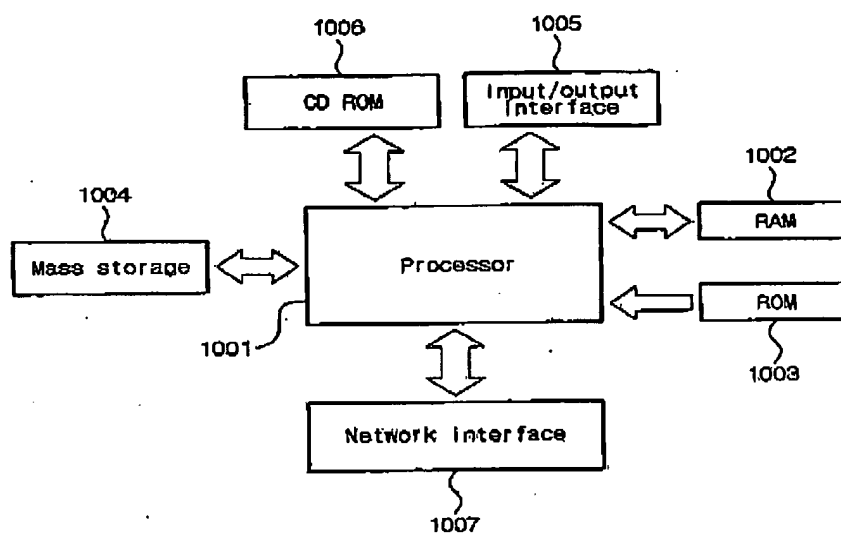
FIG. 9



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FIG. 10

1000

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FIG. 11

